



U.S. SENATE COMMITTEE ON

# Finance

SENATOR CHUCK GRASSLEY, OF IOWA - CHAIRMAN

<http://finance.senate.gov>

For Immediate Release

Monday, May 7, 2001

## Grassley Praises Trade Education Initiative

WASHINGTON – A farmer-owned food company based in Kansas City, Mo., has a trade education program that could serve as a model for hundreds of other companies, Sen. Chuck Grassley, chairman of the Committee on Finance, said today.

Farmland describes itself as a farmer-owned food company with more than 600,000 owners in the United States, Canada and Mexico. The company's trade education program "Support Trade, For Farmers, For Farmland, For You" won the 2001 National Agri-Marketing Association's award for Best of Show.

"Trade is vital to the United States economy generally, and to our farmers in particular, as agriculture makes an enormous and valuable contribution as our third-largest export," Grassley wrote in a letter to Farmland's president. "Increased market opportunities in agricultural trade are of tremendous importance to American farmers and to our economy. That is why I applaud your efforts to inform and mobilize the farming community in support of open markets."

Grassley said information campaigns are needed. Despite the importance of international trade to the U.S. economy, a recent survey conducted by the Women in International Trade organization showed that only 37 percent of Americans feel they are very or fairly knowledgeable about trade issues. Sixty-two percent of Americans think they have only a little knowledge or are not knowledgeable at all about international trade.

The text of Grassley's letter follows.

May 2, 2001

Mr. Robert Honse  
President & CEO  
Farmland Industries, Inc.  
12200 N. Ambassador Dr.  
Kansas City, MO 64163

I recently read that Farmland's trade education program, "Support Trade, For Farmers, For Farmland, For You" was selected to receive the 2001 National Agri-Marketing Association's award for Best of Show. Congratulations on this impressive achievement!

Farmland Industries clearly understands the important role of international trade to the

agriculture industry. As the only working family farmer in the United States Senate and chairman of the Senate Committee on Finance, I also appreciate the importance of international trade to America's farmers. International trade has a significant impact on my home state of Iowa, with agriculture exports contributing more than \$5 billion a year to Iowa's economy. Nationwide, approximately \$6 billion in agriculture products, such as grains, oilseed, cotton, meats, and vegetables are processed for export every day. These exports generate more than \$100 billion in total business activity, and sustain nearly a million American jobs.

Trade is vital to the United States economy generally, and to our farmers in particular, as agriculture makes an enormous and valuable contribution as our third-largest export. Increased market opportunities in agricultural trade are of tremendous importance to American farmers and to our economy. That is why I applaud your efforts to inform and mobilize the farming community in support of open markets.

The "Support Trade" program sponsored by Farmland Industries, and the communications team led by Sherlyn Manson and David Eaheart, addressed a vitally important issue through a program that has informed and enlightened farmers at the grass roots level on the importance of international trade.

You are to be highly commended for your leadership. Too few companies appreciate the importance of trade education at the grass roots level. Farmland Industries is truly a leader whose example I hope others will emulate.

I look forward to working with you during this session of Congress as we address such important international trade issues as renewing trade promotion authority for President Bush, continuing normal trade relations for the People's Republic of China, passing normal trade relations for Vietnam, and preparing for the launch of a new round of World Trade Organization negotiations this November.

Again, congratulations for your selection as the recipient of the 2001 National Agri-Marketing Association's Best of Show.

Sincerely,

Charles E. Grassley

CC: Mr. Al Shivley  
Chairman of the Board  
Farmland Industries, Inc.  
55 West Bromley Lane  
Brighton, CO 80601